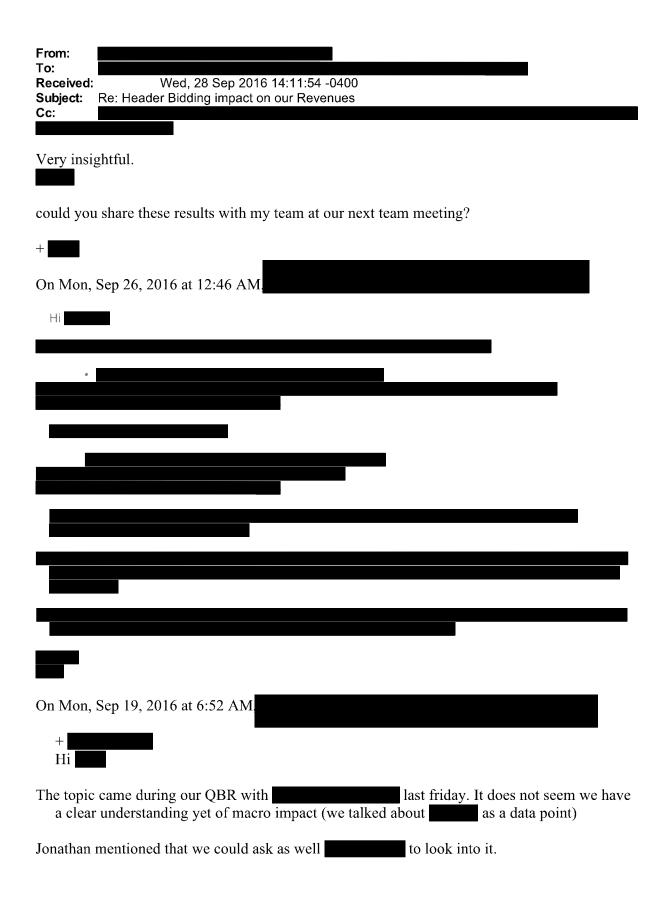
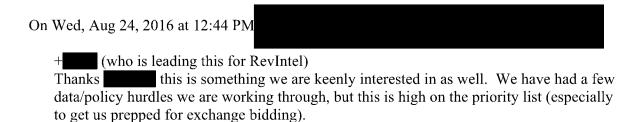
EXHIBIT 145 REDACTED



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Please let us know by when you think you could get to something.



We have looked at this in terms of page speed and actually the impact (as a whole) is negligible (in terms of average latency added to the page). We were very surprised by this and currently hypothesize that is likely due to "latency limits" that pubs are placing in their contractual terms w/ header bidders.

We have also looked at this for a few individual publishers like were able to measure the "lost" impressions and present a sensitivity analysis showing additional yield they need to earn via HB to offset this discrepancy.

We'll be sure to keep you updated as we get more information on this front.

Thank you,



Have ou guys looked at the estimated average impact on our revenues when a partner install a header bidding?

If not, would be interesting to look into it so that we get a sense of the potential upside as well when we will have a solution / risk if not.



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